

Making the Most of Meta Data

You may have noticed these fields when updating your company profile in the Approved Business directory:

Meta Title:

Meta Keywords:

Meta Description:

Did you fill them in? Or did you just ignore them? Perhaps you're not sure what a Meta Title or Meta Description is. Or maybe you haven't even spotted these fields yet. They are located right at the bottom of the form for updating your company profile.

Filling in those three fields could make a big impact on the number of people who are able to find your company profile in search engines like Google and Bing, so it is worth taking the time to do so. However it is also worth taking the time to ensure this information is presented in the most effective way possible.

Meta tags appear in the code of web pages, in this case your company profile page on the Approved Business website, and give search engines information on your company and its products and services. Making sure these tags are structured in the right way will have a positive effect on how the page appears in search engine results pages when people search for your services.

We'll take a look at each field in turn and show you how to make the most of each one in order to get the most out of your Approved Business directory listing. But first, we should take a look at keywords.

Keywords

Keywords are how we define the terms people enter into search engines to (hopefully) find a website which has what they are looking for. It can be one, two, or several words, however if lots of people are searching online for the products or services your business can supply them with, you want to make sure your site is at the top of the results for those words!

If well-chosen keywords are used in your Meta tags, it increases the chances of your company profile appearing in search engine results for those terms.

It is important to find out exactly what people *are* entering into search engines when they are looking for the products or services you provide. Fortunately, there is a way you can find this out for free by using online tools built by Google.

The Google Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>) is a very easy-to-use tool which will help you to decide on the best choice of keywords.

Simply enter the above URL (web address) into your web browser (a search for 'Google Keyword Tool' will also find it, of course). If you have some idea of the keywords you think you should be using, you can enter them into the tool to be given data which will help you see which would potentially be the best keywords for you to use. If you're not sure, you can enter your website URL (or the URL of your profile page) into the tool and it will provide you with suggested keywords based on the content of your website or page.

The tool will list keywords in order of relevance to your original set of terms, with figures on the global and local (in this instance, 'local' means nationwide) monthly searches, as well as an indicator of how much competition for these keywords there is online. Using this information, you can help to choose the best keywords to target – those with high search volumes but low competition are the best.

Once you've chosen the best keyword, or keywords, to target, it's time to put them into your Meta tags.

Meta Title

The Meta Title tag is the most important factor in optimising a web page for search engines. Not only is it used by search engines as the main factor in determining what a web page is all about, but it is almost always used as the header for search engine results.

[Business To Business Directory | Online B2B Directory | UK](#)
[www.approvedbusiness.co.uk/ - Cached](#)

Our page title as it appears in Google's results. Unsurprisingly, 'Business to Business Directory' is our primary keyword!

The Meta Title tag will also appear in a bar at the top of the web browser for anyone viewing that page, giving them a quick summary of the page contents.

 **Business To Business Directory | Online B2B Directory | UK - Mozilla Firefox**

The key things to consider when optimising title tags are:

- The Meta Title tag should not be more than 62 characters long, including spaces. Anything in excess of 62 characters will be shortened in search results and your message may not get through to searchers
- The most relevant keyword should always be placed at the front of the title tag
- If branded keywords (e.g. your company name) are included, then they should be placed at the end of the title tag, but only if this can be done without exceeding the character limit

Meta Keywords

The Meta Keywords tag is where you can list all keywords which are relevant to your business. They are not as powerful as the other two tags, but some search engines still use them when delivering search results.

The key thing to consider when optimising the keyword tags are:

- Use around 5-10 keywords
- All keywords should be written in lower case and separated by commas

Meta Description

Here is where you can provide a slightly longer description of your business. Well-written Meta Descriptions may also appear in search engine results so it's well worth getting them right.

The Meta Description should contain a 'call to action' for the user. If the user can get a sense of the type of content available on your page through the description, they are more likely to click through to the website.

They key things to consider when optimising Meta Descriptions are:

- 156 character limit, including spaces. Anything over the 156 limit will truncate, which is proven to lower click through rates
- Use proper sentences and don't spam with keywords. A readable and relevant meta description is an attractive one
- Include a strong call to action to click through to the website
- The main keyword for the page should be included in the Meta Description and appear as close to the beginning as possible. Company name or branding should appear as closely as possible to the end